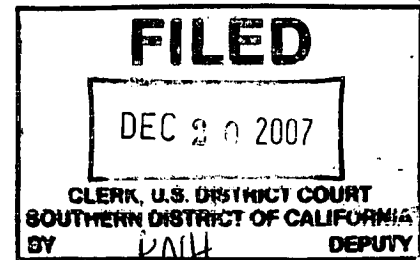


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Attorneys for Plaintiff,
GEORGIA-PACIFIC CONSUMER PRODUCTS LP



IN THE UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF CALIFORNIA

GEORGIA-PACIFIC CONSUMER
PRODUCTS LP, a Delaware limited
partnership,

Plaintiff,

v.

LEE'S GENERAL TOYS, INC., a
California corporation, JOHN LEE, an
individual; and
DOES 1-100,

Defendants.

Civil Action No.

07 CV 2391 BTM AJB

**DECLARATION OF ANDREW TOWLE
IN SUPPORT OF PLAINTIFF
GEORGIA-PACIFIC CONSUMER
PRODUCTS' EX PARTE APPLICATION
FOR A TEMPORARY RESTRAINING
ORDER AND ORDER TO SHOW
CAUSE RE PRELIMINARY
INJUNCTION**

DATE: TBD
TIME: TBD
CTRM: TBD

1 I, Andrew Towle, hereby declare as follows:

2 1. I am the Vice-President and General Manager of the Retail Tissue Business for
3 Georgia-Pacific Consumer Products LP ("Georgia-Pacific"). I have personal knowledge of the
4 matters set forth herein, and if I am called upon to testify, I could and would testify competently
5 thereto.

6 **GEORGIA-PACIFIC'S ANGEL SOFT® BRAND AND ITS FEDERALLY**
7 **REGISTERED TRADEMARKS**

8 2. Georgia-Pacific is a Delaware limited partnership with its principal place of
9 business located at 133 Peachtree Street, N.E., Atlanta, Georgia 30303. We are one of the
10 world's leading manufacturers and marketers of tissue, towels, napkins, cups, plates, cutlery and
11 related tabletop items.

12 3. Georgia-Pacific owns the ANGEL SOFT® brand and family of trademarks used
13 in conjunction with bathroom tissue. Based upon company business records and reports, through
14 its predecessors-in-interest, Georgia-Pacific first developed and began using the ANGEL
15 SOFT® brand in connection with bathroom tissue in 1944. The picture shown in Figure 1 (and
16 Exhibit 1) of this declaration depicts the current product configuration and packaging of a typical
17 ANGEL SOFT® retail product.



22 **FIGURE 1**

23 4. Georgia-Pacific and its predecessors-in-interest have used the ANGEL SOFT®
24 marks for bathroom tissue continuously since 1944.

25 5. Georgia-Pacific also owns the ANGEL SOFT PS® mark for bathroom tissue that
26 it distributes through commercial channels. Georgia-Pacific first began using the ANGEL
27 SOFT PS® mark in commerce in conjunction with bathroom tissue at least as early as January
28

31, 2003. The picture shown in Figure 2 (and Exhibit 2) of this declaration depicts the current product configuration and packaging of a typical **ANGEL SOFT PS®** commercial product.

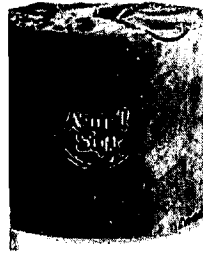


FIGURE 2

6. Georgia-Pacific has used the **ANGEL SOFT PS®** mark continuously since that 2003.

7. Georgia-Pacific owns several federally registered trademarks that protect its **ANGEL SOFT®** and **ANGEL SOFT PS®** brands of bathroom tissue: U.S. Registration Numbers 781,414; 1,172,215; 2,512,417; 2,912,982; 2,972,819; and 2,989,711. Georgia-Pacific also owns two additional Angel marks, U.S. Registration Numbers 2,546,897 and 2,841,759. True and correct copies of the federal registrations for these trademarks are attached as Exhibits 3 through 10. Hereinafter, I will collectively refer to Georgia-Pacific's **ANGEL SOFT®** and **ANGEL SOFT PS®** marks as the "**ANGEL SOFT Trademarks.**"

8. Based upon widespread and continuous use, I am informed and believe that Registration Nos. 781,414 and 1,172,215 have achieved incontestable status.

SALES OF ANGEL SOFT® AND ANGEL SOFT PS® PRODUCTS

9. Since 1944, Georgia-Pacific has sold billions of dollars worth of bathroom tissue under the **ANGEL SOFT Trademarks** in the U.S., Canada and Mexico.

10. In particular, from 2004 through 2006, U.S. sales of bathroom tissue sold under the **ANGEL SOFT Trademarks** totaled over \$2 billion.

11. The U.S. is the largest market for bathroom tissue sold under the **ANGEL SOFT Trademarks**. Georgia-Pacific sells bathroom tissue under the **ANGEL SOFT Trademarks** in both the retail and commercial channels. For example, **ANGEL SOFT®** bathroom tissue is sold through the retail channel in large retail chain stores such as Wal*Mart, Target, Winn Dixie, and

1 Walgreen's as well as in tens of thousands independent retail stores located across the country.
 2 Georgia-Pacific sells its **ANGEL SOFT PS®** bathroom tissue in the commercial channel to
 3 distributors such as US Foodservice, SYSCO, Xpedx, and Lagasse Sweet who then distribute
 4 **ANGEL SOFT PS®** to well-known commercial end users such as Hampton Inn, Sheraton
 5 Hotels, The Walt Disney Company, Hyatt Hotels and Little Caesar Enterprises, Inc.

6 **ADVERTISING AND PUBLIC RECOGNITION OF ANGEL SOFT® BRAND AND**
 7 **TRADEMARKS**

8 12. Georgia-Pacific has invested significant expenses in advertising and promoting its
 9 **ANGEL SOFT®** brand and products for over six (6) decades. This advertising has consistently
 10 used the **ANGEL SOFT** Trademarks. In the U.S. in 2006 alone, Georgia-Pacific spent over \$22
 11 million in advertising and promoting bathroom tissue sold under the **ANGEL SOFT**
 12 Trademarks.

13 13. In the U.S., this advertising has consisted of television commercials, print
 14 publications, radio commercials, billboards, live promotions, sponsorship of large events, trade
 15 shows, brochures, and internet promotions—just to name a few. Exhibits 11 through 22
 16 exemplify the nature and scope of that advertising.

17 14. Further, Georgia-Pacific directed a portion of its advertising for the **ANGEL**
 18 **SOFT** Trademarks toward the Spanish-speaking market. Since 2005, Georgia-Pacific paid for
 19 both television and radio advertisements in markets, including but not limited to Los Angeles,
 20 Phoenix and Houston, along with other national advertisements in 2007.

21 15. This advertising and promotion has been continuous, and has also included
 22 numerous large-scale campaigns that have stood out for consumers. Some examples include the
 23 “Angels in Action” and “Bathroom Moments” campaigns, which received significant media
 24 attention and coverage.

25 16. Georgia-Pacific also created a website (www.angelsoft.com) to promote its
 26 **ANGEL SOFT** Trademarks and products. This website launched in 2003 and currently receives
 27 an average of 4,145 visitors per month. Exhibits 23 through 25 are copies of website pages from
 28 that website that promote the **ANGEL SOFT** Trademarks and products.

1 17. Georgia-Pacific also distributes point-of-sale items that promote the **ANGEL**
 2 **SOFT** Trademarks and products. Exhibits 26 and 27 represent photographs of exemplary point-
 3 of-sale items.

4 18. Through over sixty (60) years of advertising and promotion of the **ANGEL**
 5 **SOFT®** brand, and by virtue of millions of dollars in marketing and advertising expenditures,
 6 the **ANGEL SOFT®** brand has become well-known among consumers. According to AC
 7 Nielsen market share data for the 52 weeks ending September 08, 2007, the **ANGEL SOFT®**
 8 brand ranked second in total dollar sales. We believe that the **ANGEL SOFT** Trademarks serve
 9 to identify the **ANGEL SOFT®** brand and are extremely valuable to Georgia-Pacific.

10 **GEORGIA-PACIFIC'S QUALITY CONTROL EFFORTS TO MAINTAIN THE**
 11 **HIGHEST QUALITY STANDARDS FOR ANGEL SOFT® PRODUCTS**

12 19. The products sold under the **ANGEL SOFT** Trademarks must meet Georgia-
 13 Pacific's rigorous standards of quality. As a result, Georgia-Pacific endures significant expense
 14 to ensure that its products sold under the **ANGEL SOFT** Trademarks adhere to high quality
 15 standards. Some examples of the quality control efforts in place by Georgia-Pacific include, but
 16 are not limited to, measuring and controlling the quality of the base sheet of the bathroom tissue
 17 during production; measuring and recording the finished bathroom tissue rolls at least once per
 18 day per manufacturing line; conducting periodic workmanship audits of the bathroom tissue
 19 itself as well as the packaging, box and pallet; and conducting softness panels to judge sensory
 20 softness.

21 **ACTUAL CONFUSION BETWEEN ANGEL SOFT® PRODUCTS AND DEFENDANTS'**
 22 **UNAUTHORIZED "ANGEL" PRODUCTS**

23 20. On May 17, 2007, Georgia-Pacific received a letter from an anonymous consumer.
 24 A true and correct copy of that anonymous letter is attached as Exhibit 28. The letter stated that
 25 "Angel" products were being confused in the marketplace with Georgia-Pacific's **ANGEL**
 26 **SOFT®** products. The letter states that, "many people seemed to be misled by this infringed
 27 [sic] product thinking that the (G.P.) T.V. commercial has something to do with the toilet paper
 28

1 they are using." The letter also attached the information for an importer of the "Angel" product.
2 The information was that of Allen Chow of Yan Wholesale.

3 21. This type of confusion in the marketplace can be very damaging to Georgia-Pacific
4 and its ANGEL SOFT® brand and the associated goodwill. As a result of that letter, Georgia
5 Pacific initiated an investigation which revealed the existence in the marketplace of Defendants'
6 infringing "Angelite" products. This lawsuit is the result of that investigation.

7 I declare under penalty of perjury under the laws of the United States that the foregoing is
8 true and correct and that this declaration was executed by me on this 20 day of December 2007.

9
10 

11 Andrew Towle
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EXHIBITS

EXHIBIT 1: Picture of typical retail bathroom tissue sold under the **ANGEL SOFT®** mark.

EXHIBIT 2: Picture of typical commercial bathroom tissue sold under the **ANGEL SOFT PS®** mark.

EXHIBIT 3: Copy of Registration Certificate for U.S. Reg. No. 781,414.

EXHIBIT 4: Copy of Registration Certificate for U.S. Reg. No. 1,172,215.

EXHIBIT 5: Copy of Registration Certificate for U.S. Reg. No. 2,512,417.

EXHIBIT 6: Copy of Registration Certificate for U.S. Reg. No. 2,912,982.

EXHIBIT 7: Copy of Registration Certificate for U.S. Reg. No. 2,972,819.

EXHIBIT 8: Copy of Registration Certificate for U.S. Reg. No. 2,989,711.

EXHIBIT 9: Copy of Registration Certificate for U.S. Reg. No. 2,546,897.

EXHIBIT 10: Copy of Registration Certificate for U.S. Reg. No. 2,841,759.

EXHIBIT 11: Copy of print advertising for the **ANGEL SOFT** Trademarks and products.

EXHIBIT 12: Copy of print advertising for the **ANGEL SOFT** Trademarks and products.

EXHIBIT 13: Copy of print advertising for the **ANGEL SOFT** Trademarks and products displayed in Better Homes and Gardens magazine, September 2006.

EXHIBIT 14: Copy of print advertising for the **ANGEL SOFT** Trademarks and products displayed in Better Homes and Gardens magazine, October 2006.

EXHIBIT 15: Copy of print advertising for the **ANGEL SOFT** Trademarks and products displayed in Better Homes and Gardens magazine, December 2006.

EXHIBIT 16: Copy of print advertising for the **ANGEL SOFT** Trademarks and products displayed in Parents magazine, September 2006.

EXHIBIT 17: Copy of print advertising for the **ANGEL SOFT** Trademarks and products displayed in Parents magazine, October 2006.

1 EXHIBIT 18: Copy of print advertising for the **ANGEL SOFT** Trademarks and
2 products displayed in Parents magazine, December 2006.

3 EXHIBIT 19: Copy of print advertising for the **ANGEL SOFT** Trademarks and
4 products displayed in Family Circle magazine, August 2006.

5 EXHIBIT 20: Copy of print advertising for the **ANGEL SOFT** Trademarks and
6 products displayed in Family Circle magazine, November 2006.

7 EXHIBIT 21: Copy of print advertising for the **ANGEL SOFT** Trademarks and
8 products displayed in American Baby magazine, August 2006.

9 EXHIBIT 22: Copy of print advertising for the **ANGEL SOFT** Trademarks and
10 products displayed in American Baby magazine, November 2006.

11 EXHIBIT 23: A copy of a website page from www.angelsoft.com that promotes the
12 **ANGEL SOFT** Trademarks and products.

13 EXHIBIT 24: A copy of a website page from www.angelsoft.com that promotes the
14 **ANGEL SOFT** Trademarks and products.

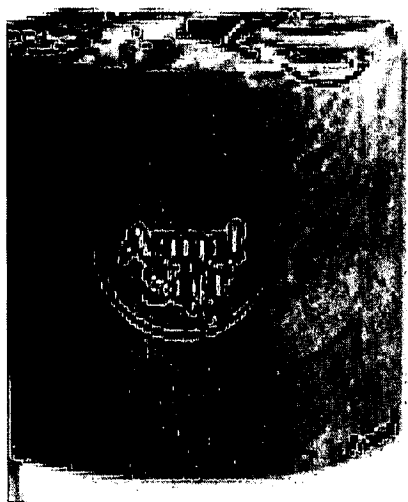
15 EXHIBIT 25: A copy of a website page from www.angelsoft.com that promotes the
16 **ANGEL SOFT** Trademarks and products.

17 EXHIBIT 26: A copy of "2004-2007 Angel Soft In-store History," dated December 14,
18 2007, which provides a historical recap of in-store programs from 2004-2007 to promote the
19 **ANGEL SOFT** Trademarks and products.

20 EXHIBIT 27: A photograph of an exemplary in-store shelf advertisement that Georgia-
21 Pacific distributes to promote the **ANGEL SOFT** Trademarks and products.

22 EXHIBIT 28: A copy of the letter that Georgia-Pacific received on May 17, 2007 from
23 an anonymous consumer.





United States Patent Office

781,414

Registered Dec. 8, 1964

PRINCIPAL REGISTER Trademark

Ser. No. 150,668, filed Aug. 7, 1962

ANGEL SOFT

Hudson Pulp & Paper Corp. (Maine corporation)
477 Madison Ave.
New York 22, N.Y., assignee of
Angel Soft Tissue Mills, Inc. (New York corporation)
New York, N.Y.

For: DISPOSABLE PAPER TISSUES, TOILET TISSUES, AND PAPER NAPKINS, in CLASS 37.
First use 1944; in commerce 1944.
No claim is made to "Soft" apart from the mark as shown.

Int. Cl.: 16

Prior U.S. Cl.: 37

United States Patent and Trademark Office

Reg. No. 1,172,215

Registered Oct. 6, 1981

TRADEMARK
Principal Register

ANGEL SOFT

Hudson Pulp & Paper Corp. (Maine corporation)
320 Post Rd.
Darien, Conn. 06820

For: DISPOSABLE PAPER TISSUES, BATH-
ROOM TISSUES, PAPER NAPKINS AND PA-
PER TOWELS, in CLASS 16 (U.S. Cl. 37).

First use 1944; in commerce 1944.

Owner of U.S. Reg. Nos. 770,925 and 781,414.

The word "Soft" is disclaimed apart from the
mark as shown without prejudice to applicant's
common law rights.

Ser. No. 227,133, filed Aug. 13, 1979.

HENRY S. ZAK, Primary Examiner

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,512,417

United States Patent and Trademark Office

Registered Nov. 27, 2001

**TRADEMARK
PRINCIPAL REGISTER**

**Angel
Soft**

GEORGIA-PACIFIC CORPORATION (GEORGIA
CORPORATION)
133 PEACHTREE STREET NE
ATLANTA, GA 30303

FOR: BATHROOM TISSUE, IN CLASS 16 (U.S.
CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 5-1-2000; IN COMMERCE 5-1-2000.

OWNER OF U.S. REG. NOS. 781,414, 1,172,215,
AND 1,917,281.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "SOFT", APART FROM THE MARK
AS SHOWN.

SER. NO. 76-169,106, FILED 11-21-2000.

BERYL GARDNER, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,912,982

United States Patent and Trademark Office

Registered Dec. 21, 2004

**TRADEMARK
PRINCIPAL REGISTER**

ANGEL SOFT PS

GEORGIA-PACIFIC CORPORATION (GEORGIA
CORPORATION)

GA030-41N

133 PEACHTREE STREET, N.E.

ATLANTA, GA 30303

OWNER OF U.S. REG. NOS. 781,414, 1,172,215,
AND 2,512,417.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "PS", APART FROM THE MARK
AS SHOWN.

FOR: BATH TISSUE AND FACIAL TISSUE, IN
CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

SER. NO. 78-292,116, FILED 8-26-2003.

FIRST USE 1-31-2003; IN COMMERCE 1-31-2003.

JASON TURNER, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

United States Patent and Trademark Office

Reg. No. 2,972,819

Registered July 19, 2005

**TRADEMARK
PRINCIPAL REGISTER**

ANGEL SOFT

GEORGIA-PACIFIC CORPORATION (GEORGIA
CORPORATION)

133 PEACHTREE STREET, NE
ATLANTA, GA 30303

FOR: FACIAL TISSUE, IN CLASS 16 (U.S. CLS. 2, 5,
22, 23, 29, 37, 38 AND 50).

FIRST USE 2-28-2003; IN COMMERCE 2-28-2003.

OWNER OF U.S. REG. NOS. 781,414, 2,512,417,
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "SOFT", APART FROM THE MARK
AS SHOWN.

SN 78-167,367, FILED 9-24-2002.

ROBIN CHOSID, EXAMINING ATTORNEY

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,989,711

United States Patent and Trademark Office

Registered Aug. 30, 2005

**TRADEMARK
PRINCIPAL REGISTER**

ANGEL SOFT

GEORGIA-PACIFIC CORPORATION (GEORGIA
CORPORATION)

GA030-41N

133 PEACHTREE STREET, N.E.

ATLANTA, GA 30303

FOR: BATH TISSUE, IN CLASS 16 (U.S. CLS. 2, 5,
22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1944; IN COMMERCE 0-0-1944.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 781,414, 1,172,215,
AND 2,512,417.

SEC. 2(F).

SER. NO. 78-446,906, FILED 7-7-2004.

JOHN GARTNER, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 2,546,897

United States Patent and Trademark Office

Registered Mar. 12, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

ANGELS IN ACTION

GEORGIA-PACIFIC CORPORATION (GEORGIA
CORPORATION)
133 PEACHTREE STREET, N.E.
ATLANTA, GA 30303

FOR: EDUCATIONAL SERVICES, NAMELY,
PROVIDING INCENTIVES VIA A NATIONWIDE
AWARD PROGRAM TO CHILDREN FOR CHARI-
TABLE, EDUCATIONAL OR COMMUNITY
ACHIEVEMENT, NAMELY, FOR HEROIC OR

COURAGEOUS COMMUNITY ACTS, IN CLASS 41
(U.S. CLS. 100, 101 AND 107).

FIRST USE 6-27-2000; IN COMMERCE 6-27-2000.

SER. NO. 76-215,924, FILED 2-26-2001.

DAYNA BROWNE, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,841,759

Registered May 11, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

ANGELS IN THE CLASSROOM

GEORGIA-PACIFIC CORPORATION (GEORGIA
CORPORATION)
133 PEACHTREE STREET NE
GA030-41N
ATLANTA, GA 30303

FOR: EDUCATIONAL SERVICES, NAMELY,
PROVIDING INCENTIVES VIA A NATIONWIDE
AWARD PROGRAM TO SCHOOL CHILDREN FOR
CHARITABLE, EDUCATIONAL OR COMMUNITY
ACHIEVEMENT, NAMELY, FOR COURAGEOUS

COMMUNITY ACTS, IN CLASS 41 (U.S. CLS. 100,
101 AND 107).

FIRST USE 1-31-2003; IN COMMERCE 1-31-2003.

OWNER OF U.S. REG. NO. 2,546,897.

SN 78-181,611, FILED 11-5-2002.

MARIA-VICTORIA SUAREZ, EXAMINING ATTOR-
NEY



Soft, but not too soft.



Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.

For those things
made wrong...



**Angel Soft® is
MADE Just RIGHT.**

With an extra layer* to get the job done.

Comfort where you want it.®

*versus 1-ply products.

Better Homes and Gardens.

SEPTEMBER 2006 \$3.49
bhg.com

Our Kitchen
of the Year
Traditional Style Fun, Fresh Ideas

Revive Your Rooms!

- Makeover Magic with Linens
- 10 Easy Weekend Projects
- Splurge-and-Save Ideas

Quick, No-Cook Snacks

Garden Solutions

- Plantings for Summer Fragrance
- Tricks for Hillside Gardens

6 Time-Stretching, On-the-Go Meals



Soft, but not too soft.



**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.**

Better Homes and Gardens

OCTOBER 2008
\$3.49 U.S./\$4.49 CANADA

7 Smart Tips
to Brighten
Every Room

25 ways to Celebrate Fall!

Easy Decorating
with Pumpkins
and Gourds

Best Bulbs to
Plant *Now*

How to Add
Instant Color
to Your Yard

Melt-in-Your-Mouth
Pot Roast Recipes

Plus: 4 Quick and Tasty Chowders





Soft, but not too soft.



**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.**

DECEMBER 2006
www.bhg.com

Better Homes and Gardens®

So
Simple!

Cookie Forest
Centerpiece with
"Gift Wrapped"
Caramels

Happy Holidays





Soft, but not too soft.



**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.®**

>> on 24

GP (c) 2007

2007 (c) GP (c) 2007

RECYCLED



PARENTS.COM

SEPTEMBER 2006

Parents®

The Smart Mom's Guide To

* BIRTHDAY GIFTS

* EASY HAIRCUTS

* BEDTIME STORIES

...AND MORE

EXERCISE

WHY YOUR CHILD
ISN'T GETTING
NEARLY ENOUGH

20 DISCIPLINE RULES

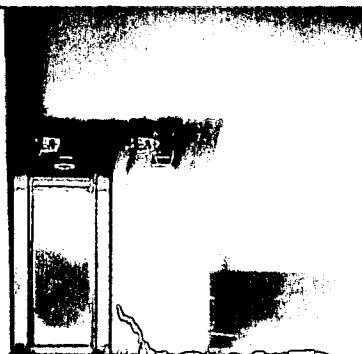
DON'T BREAK 'EM



115 WAYS TO GET KIDS PSYCHED FOR PRESCHOOL

ORGANIC
BABY FOODS

THE PERFECT PART-TIME
JOB FOR MOMS





Soft, but not too soft.



**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.®**

RECYCLED



Parents



OCTOBER 2006

DISCIPLINE
TRICKS FROM
MOMS WHO
DON'T YELL

Boo!
The 25
Cutest
Costumes
Ever

WHEN YOU WANT
ANOTHER BABY
AND HE DOESN'T

52 HEALTHIEST
FOODS
FOR BABIES

ANNIVERSARY SPECIAL

OUR 80 BEST TIPS OF ALL TIME



Soft, but not too soft.



**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.™**

GP
© 2007 The Scott Paper Company

TOP RIGHT: SHANNON GREER

PARENTS.COM

DECEMBER 2006

Parents

holiday JOY

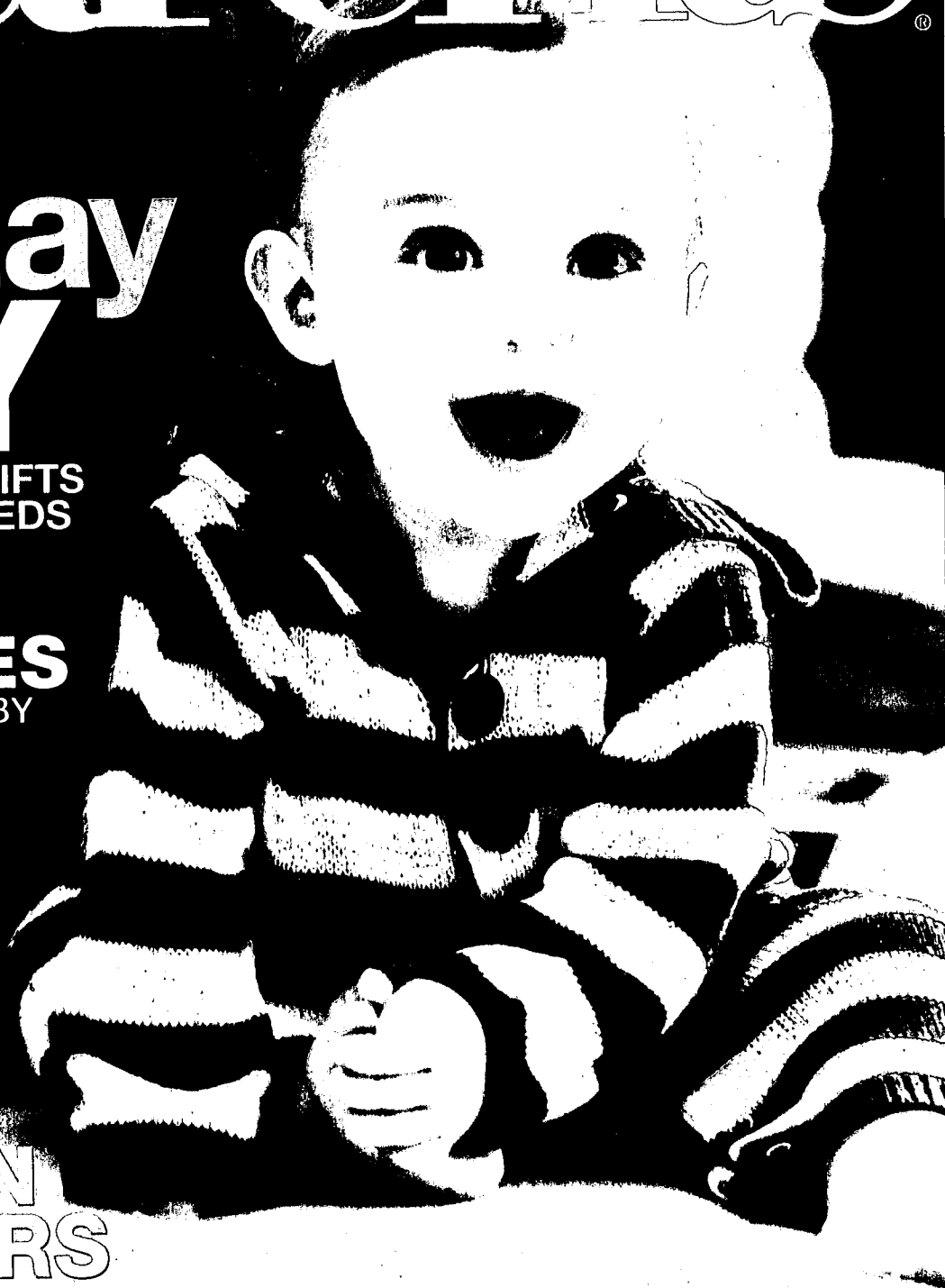
THE SPIRITUAL GIFTS
EVERY CHILD NEEDS

HOME
REMEDIES
DOCTORS SWEAR BY

185
COOL
BABY
NAMES

5 WAYS TO TEACH
MODERN
MANNERS

BEST FOODS FOR
PICKY EATERS





Soft, but not too soft.

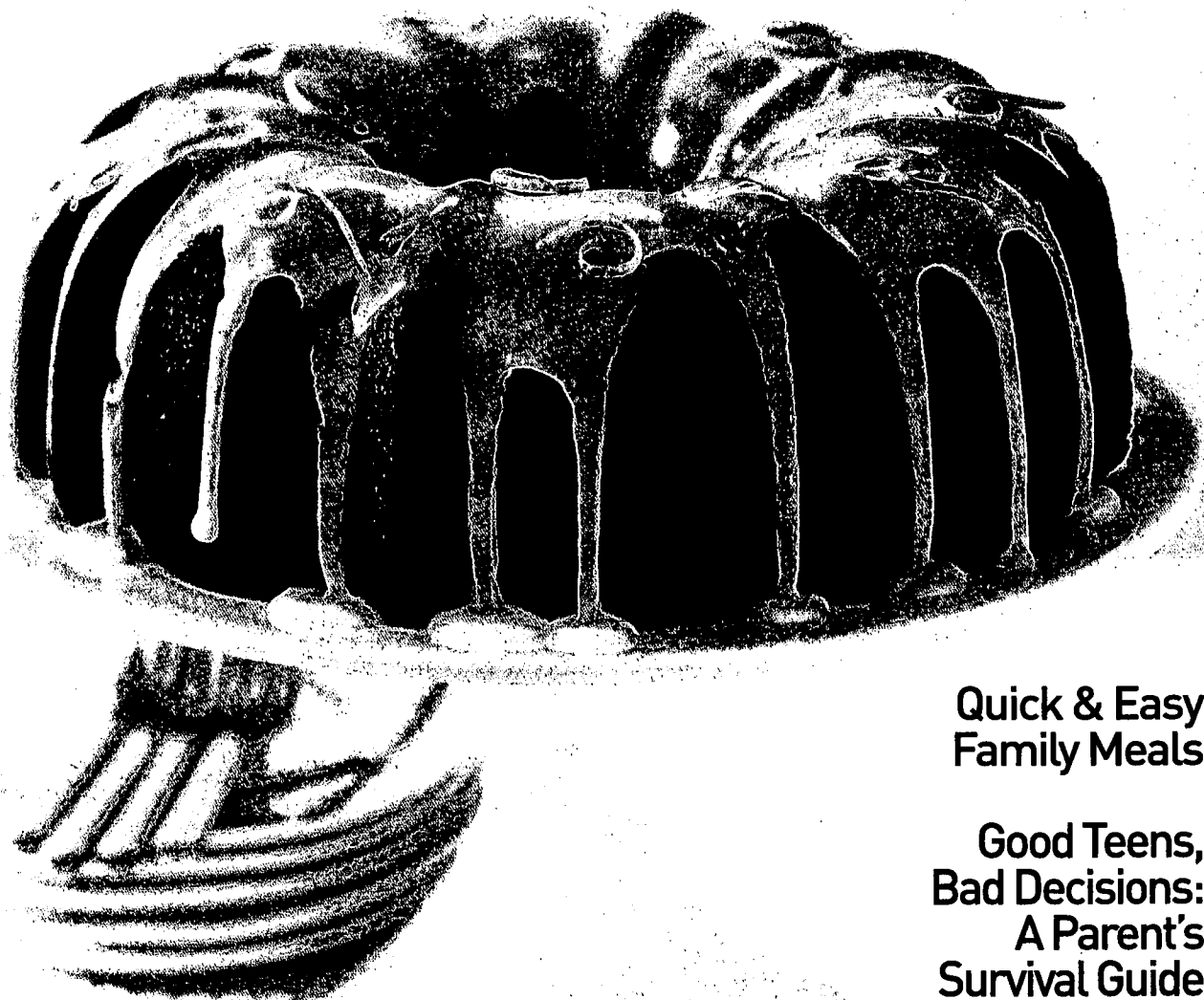


**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.®**



AUGUST 2006

Family Circle®



**Quick & Easy
Family Meals**

**Good Teens,
Bad Decisions:
A Parent's
Survival Guide**

**Money-Saving
Phone Plans**

Follow Your Heart

How to Make Big Dreams Come True



Soft, but not too soft.



**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.®**

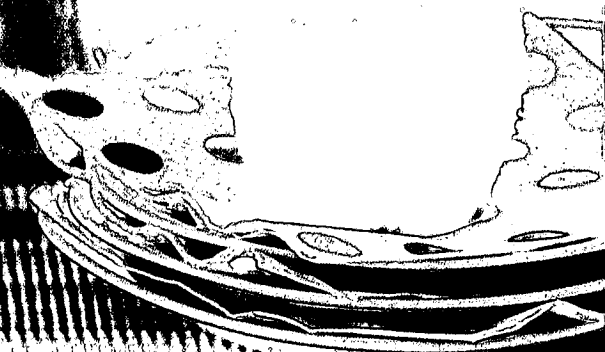
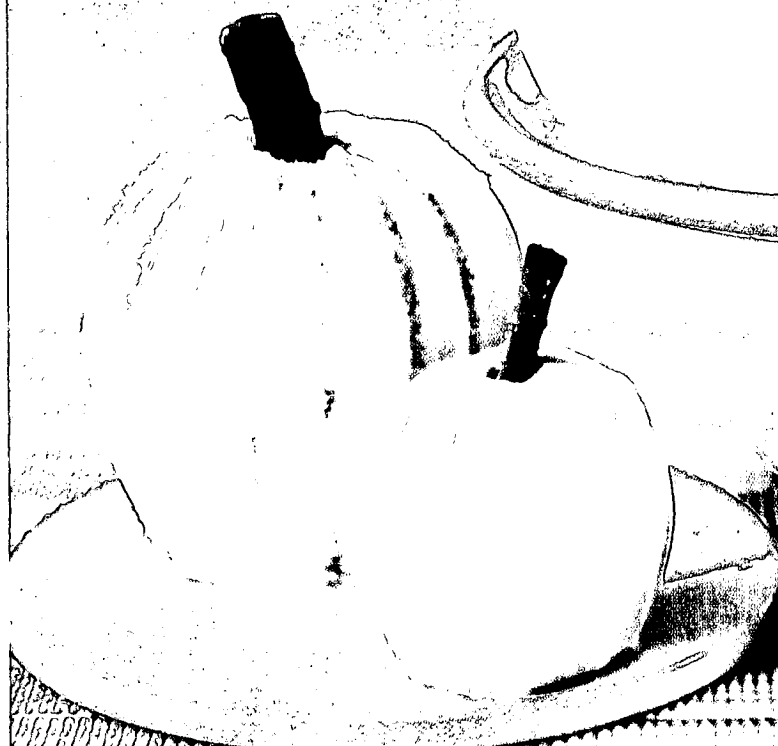
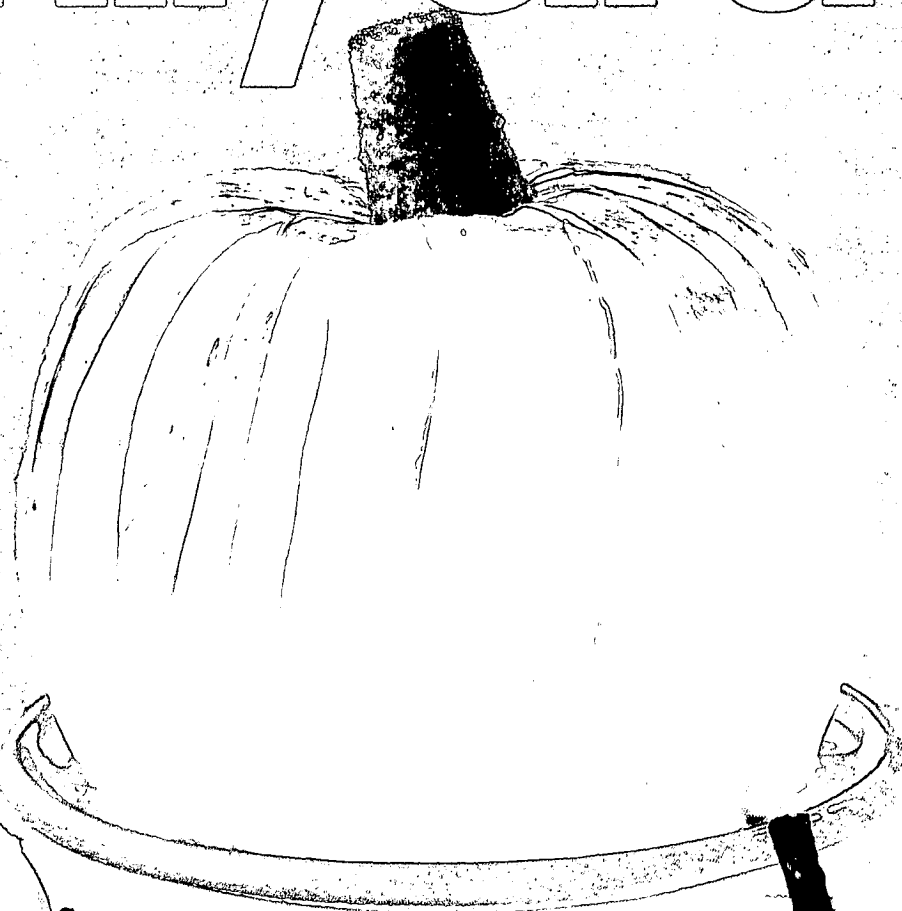
NOVEMBER 1, 2006

FamilyCircle®

**Speedy
Weeknight
Dinners**

**Simple Ways
to Organize
Your Life**

**Health Update:
Six Diseases
You Can Beat**



Get Inspired!

64 Easy Craft & Decorating Ideas



Soft, but not too soft.



**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.®**

american baby

AUGUST 2006

MOM TO MOM. WOMAN TO WOMAN.™

How to Tell
& What to Do

MOM-TESTED
TEETHING TIPS

WELL-BABY VISITS

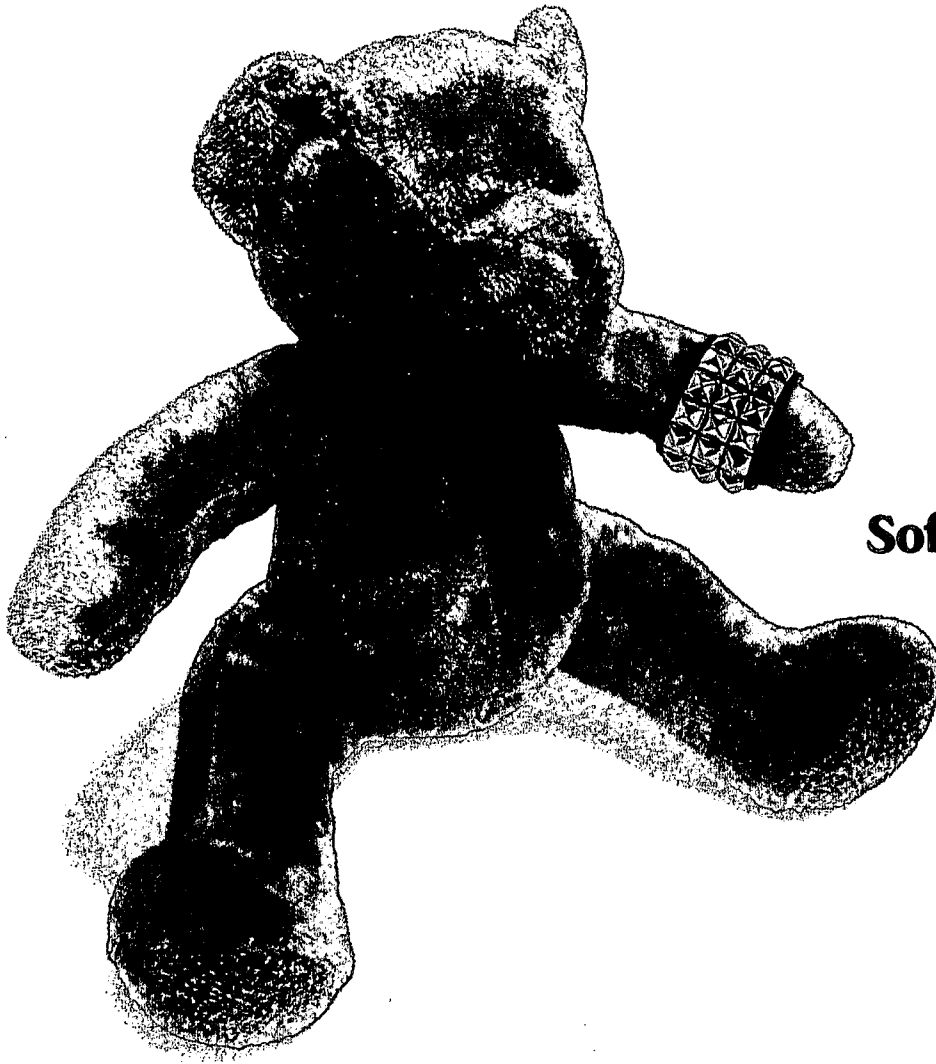
What Your Doctor
Is Looking For

Sweater Weather

The Season's Cutest
Clothes For Kids

PRESCHOOL DAYS

- TIPS FROM TEACHERS
- SMART SNACKS
- LEARNING TOYS



Soft, but not too soft.



**Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.**



the american baby

NOVEMBER 2006

MOM TO MOM. WOMAN TO WOMAN.™

BABY ON THE WAY?

HOW TO HELP YOUR KIDS BECOME THE BEST OF FRIENDS

Nurturing Your Bashful Boy (or Girl)

True Stories of Childbirth
3 Moms Tell It Like It Was

BEST NEW TOYS—CHOSEN BY THE KIDS WHO KNOW

HUGS & KISSES

HOW YOUR BABY FIRST SHOWS HER LOVE



Soft, but not too soft.



Angel Soft is made just right.
Soft, but not too soft, to get the job done.
Comfort where you want it.²

Angel Soft® *Comfort where you want it.®*

HOME SPECIAL OFFERS PRODUCTS FUN BATHROOM MOMENTS ANGELS IN ACTION HELP

► en Español

PRODUCTS

Angel Soft toilet paper is available in a variety of sizes to meet your family's needs. Look for one of these pack sizes at your local retailer today!



Product Locator

click here

Angel Soft® Mega Roll

The Angel Soft® Mega Roll is our longest lasting roll and still fits conveniently on current holders.



9 Mega Roll White



12 Mega Roll White

Angel Soft® Double Roll

DOUBLE ROLL

Longer lasting Angel Soft® Double Roll has **double** the sheets of our regular rolls, meaning less roll changes and more convenience for you.



4 Double Roll 396 ct. White



6 Double Roll 396 ct. White



9 Double Roll 396 ct. White



12 Double Roll 396 ct. White



18 Double Roll 396 ct. White

Also available in:
24 Double Roll 396 ct. White

Angel Soft® Regular Roll

The Angel Soft Regular Roll is available in four convenient pack sizes.



4 Roll 198 ct. White



12 Roll 198 ct. White



24 Roll 198 ct. White



36 Roll 198 ct. White

Angel Soft® Pretty Prints

Pretty Prints

Angel Soft Pretty Prints provide a refreshing alternative to white toilet paper and help brighten up any bathroom!



4 Roll 198 ct. Pretty Prints



12 Roll 198 ct. Pretty Prints

Soft... but not too Soft with an Extra Layer® to get the job done.™

versus one ply products

Angel Soft

Comfort where you want it.

HELP

ANGELS IN ACTION

BATHROOM MOMENTS

FUN

PRODUCTS

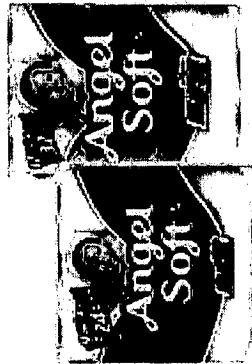
HOME SPECIAL OFFERS

► en Español

bathroom moments®



Some funny things are happening in the bathroom...go to angelsoftpresents.com to check them out!



Angel Soft.

Angel Soft toilet paper is available in double roll, regular roll, mega roll and Pretty Prints!

[Learn more >>](#)

Soft... but not too Soft with an Extra LayerTM to get the job done.

versus one ply products



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Angel Soft*Comfort where you want it®*HOME SPECIAL OFFERS PRODUCTS FUN BATHROOM MOMENTS ANGELS IN ACTION **HELP**

► en Español

HELP - FAQ

Here's answers to some of the most common questions we get about Angel Soft toilet paper. Feel free to contact us if we don't have your question here.

Is Angel Soft® bath tissue made from recycled materials?

No; Angel Soft® is made from virgin fiber.

Is Angel Soft safe for septic tanks, sewage systems and my RV?

Yes; it's safe for standard septic and sewage systems. We suggest you check with the owner's manual of your RV for information regarding use.

Do you make prints?

Yes! Angel Soft is available at selected retail stores in the pretty print design pictured at the right.

What's the Proof of Purchase used for?

We sometimes ask customers to provide a package Proof of Purchase, which validates that they bought the item for which we're offering a rebate or incentive. We also use information from the proof of Purchase to track our inventories.

Do you make tissue with aloe?

Angel Soft is manufactured from only pulp fiber, with no additives.

Where is Angel Soft bath tissue available?

At most grocery and mass merchandise retail stores across the United States

What's Angel Soft® Angels in Action®?

This program, sponsored by Angel Soft, rewards children who perform exemplary acts of service to benefit a community, charity or cause. See more information [here](#).



Soft... but not too Soft with an Extra LayerTM to get the job done.

*versus one ply products



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**Angel
Soft**

2004 - 2007
Angel Soft
In-store History

December 14, 2007



ASPEN
MARKETING SERVICES

MAKE IT HAPPEN



Assignment

- Provide a historical recap of the Angel Soft in-store programs as far back as possible 2004-2007

2004 Q1 Floor Talk



- Floor graphics Cycle 1 (12/29/03-1/25/04)

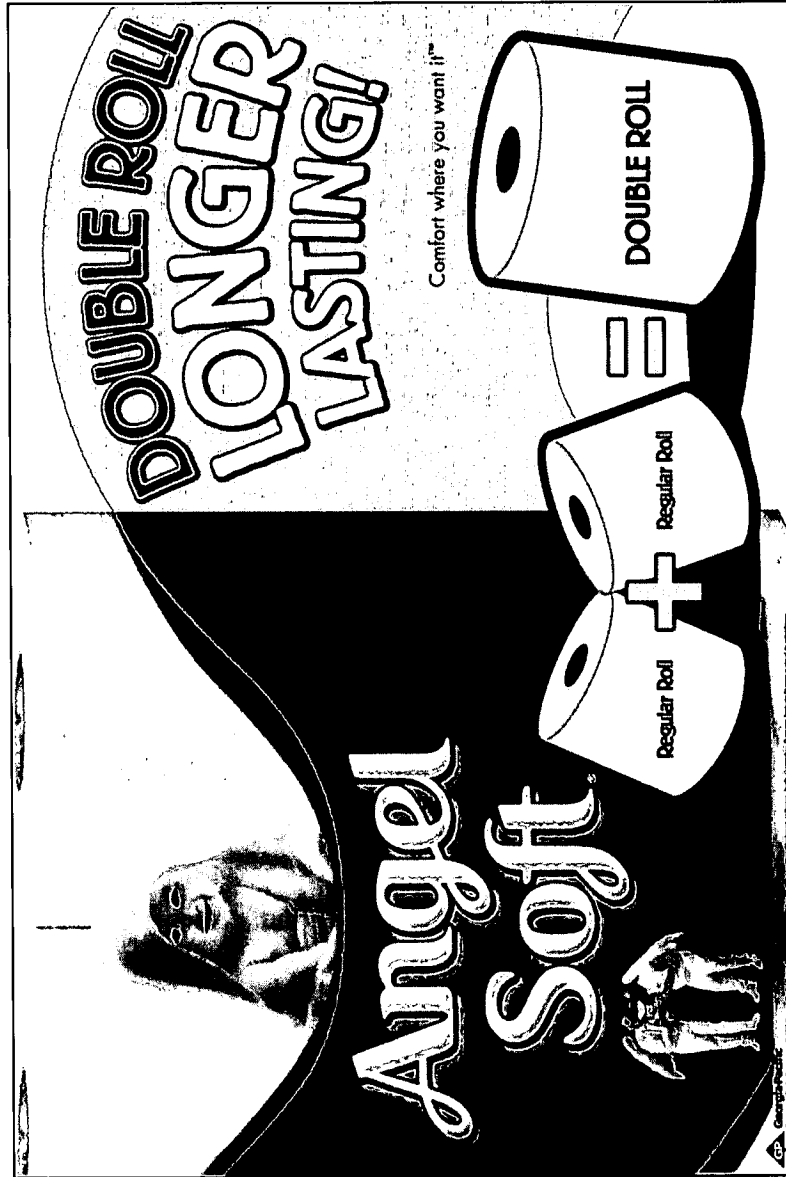


ASPEN
MARKETING SERVICES

2005 Q1 Floor Talk



- Floor graphics Cycles 3-4 (2/28 - 4/24/05)



2005 Q1 Floor Talk



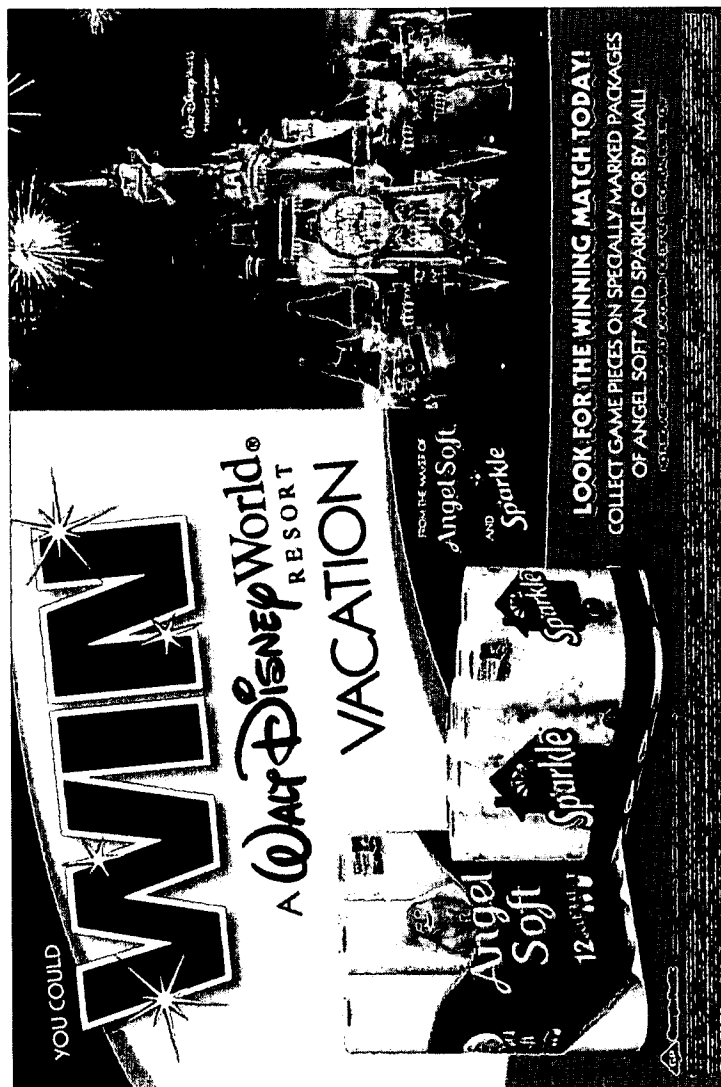
- Floor graphics Cycle 4 (3/28 – 4/24/05)
 - Million Family Service Pledge promotion



2005 Q3 Floor Talk



- Floor graphics Cycle 9-10 (8/15 – 10/9/05)
 - Co-branded with Sparkle
 - Disney Parks & Resorts Match 'n Win Promotion



2006 Q1 Floor Talk



- Floor graphics Cycle 2-3 (1/30 – 3/26/07)
 - America's Funniest Bathroom Moments promotion

America, send us your funniest Bathroom Moments!

You could **WIN \$20,000!**

Enter your video by 2/28/06
Details at angelssoftpresents.com and abc.com

Angel Soft

Funniest Videos
ABC Sundays 7/6c

Vote for the funniest videos online.

ASPEN MARKETING SERVICES

Comfort where you want it.

2006 Q2 Floor Talk



- Floor graphics Cycle 6 (5/22 – 6/18/07)
 - Co-branded with Sparkle
 - Cars Movie Release Instant Win promotion

1 high-octane movie

2 great brands

10,000 chances to WIN

CARS movie tickets!

Code also available online.

Get a game code on specially marked packages and go to www.winmovietixnow.com

Cars in theaters June 9.

GP

Copyright © 2006 General Motors. All rights reserved. Sparkle is a registered trademark of The Clorox Company. Angel Soft is a registered trademark of The Clorox Company. Cars is a registered trademark of Disney. All other trademarks are the property of their respective owners.

2006 Q2 Floor Talk



- Floor graphics Cycle 8 (7/17 - 8/13/07)
 - Today's Moms promotion

Today's Mom works 24/7.
Now you could win a \$130,000 salary!

Angel Soft

TO ENTER, go online and complete the phrase found on every package of Angel Soft: "?????? Where You Want It"

www.AngelSoft.com/win *Daily Prizes, too!*

©2007 Angel Soft. All rights reserved. Angel Soft is a registered trademark of Angel Soft. Angel Soft is not responsible for any prizes or cash awards. Prizes are awarded on a random basis. Prizes are not redeemable for cash. Prizes are not transferable. Prizes are not valid in all states. Prizes are not valid in Canada. Prizes are not valid in Mexico. Prizes are not valid in the United Kingdom. Prizes are not valid in the Republic of Ireland. Prizes are not valid in the Netherlands. Prizes are not valid in Belgium. Prizes are not valid in the United States of America. Prizes are not valid in the Commonwealth of Massachusetts. Prizes are not valid in the Commonwealth of Pennsylvania. Prizes are not valid in the Commonwealth of Virginia. Prizes are not valid in the Commonwealth of Maryland. Prizes are not valid in the Commonwealth of Delaware. Prizes are not valid in the Commonwealth of New Jersey. Prizes are not valid in the Commonwealth of New York. Prizes are not valid in the Commonwealth of Connecticut. Prizes are not valid in the Commonwealth of Rhode Island. Prizes are not valid in the Commonwealth of Massachusetts. Prizes are not valid in the Commonwealth of Pennsylvania. Prizes are not valid in the Commonwealth of Virginia. Prizes are not valid in the Commonwealth of Maryland. Prizes are not valid in the Commonwealth of Delaware. Prizes are not valid in the Commonwealth of New Jersey. Prizes are not valid in the Commonwealth of New York. Prizes are not valid in the Commonwealth of Connecticut. Prizes are not valid in the Commonwealth of Rhode Island.

2006 Q4 Floor Talk



- Floor graphics Cycle 12 (11/6 – 12/3/07)
 - Co-branded with Sparkle
 - Cars DVD promotion



2007 Q1 Floor Talk



- Floor graphics cycles 2-3 (1/29 - 3/25/07)
 - Co-branded with Sparkle
 - Disney Online The Fun Rolls On Downloadable Games promotion

Buy These Longer-Lasting Rolls...

Angel Soft

FREE Disney Online Game Downloads

Sparkle

...Get Longer-Lasting Fun!

Get **FREE** Disney Online Games* with participating Sparkle® and Angel Soft® packages. Each game is a \$19.95 value! Enter your Universal Product Code (UPC) at www.disney.com/fungames to download your FREE game.

Disney Online Game Downloads

Disney

Georgia Pacific

2007 Q2 Floor Talk



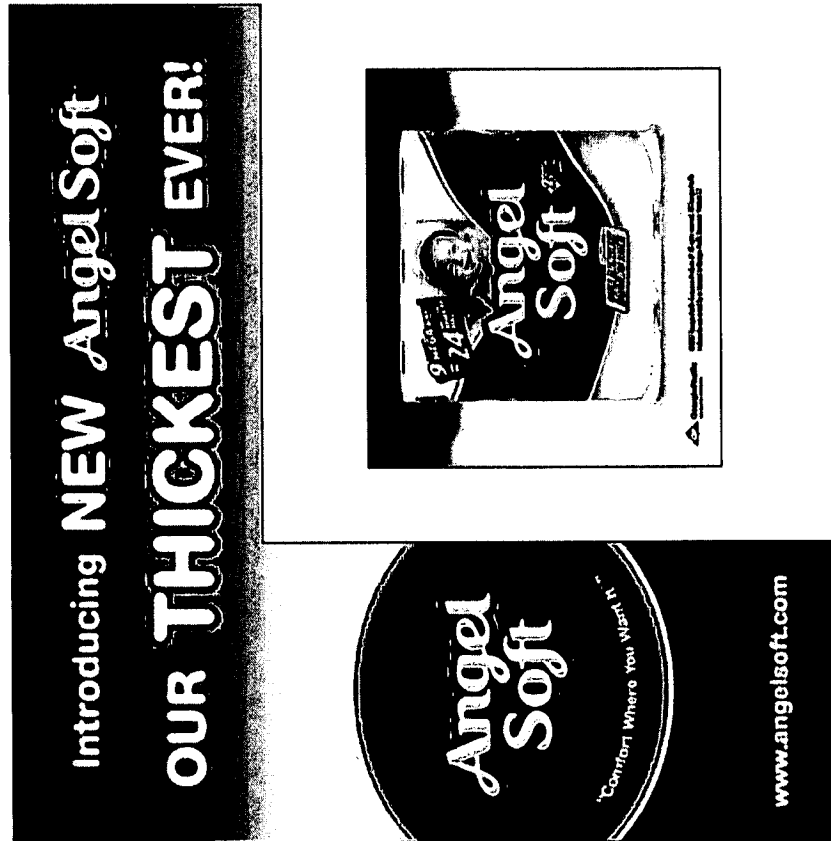
- Floor graphics cycle 6 (5/21 – 6/17/07)
 - Multi-brand with QNBT, Brawny, Sparkle, Vanity Fair, Mardi Gras and Zee
 - Disney Parks & Resorts promotion

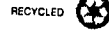


2007 Q2 Shelf Signage



- iPops cycle 13 (6/17 – 6/30/07)





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Introducing **NEW** Angel Soft
OUR THICKEST EVER!



www.angelsoft.com

Dear Ms. Christine Cason,

Regards to a definite infringement of the Angel Soft name, I enclose the importer's information and its sample product.

Please take immediate and proper legal action to cease this confusion in the market. Many people seemed to be misled by this infringed product thinking that the (G.P.) T.V. commercial has something to do with the toilet paper they are using.

Regards

Unanimous for consumer protection.

Enc. copy of Business card

cc: Ms. Emily Breslin

Law Dept.

MAY 17 2007

Consumer Products

Overview

How useful was
the D&B data for
this company?



Not Very Very
Add comments?

► Submit

BUSINESS SUMMARY

YAN WHOLESAL
17534 Vacas Cir
Fountain Valley, CA 92708

D&B D-U-N-S
Number: 10-973-7499

This is a single location.

Telephone: 714 962-2867

Manager: ALLEN CHOW, OWNER

Year
started: 2002

Employs: 1

OVERVIEW

- Business Summary
- Executive Summary
- Credit Capacity Summary

SCORES

- Financial Stress
- Credit Score Class

PAYMENTS

- Payment Trends
- Payment Summary
- Payment Details

PUBLIC FILINGS

- HISTORY & OPERATIONS**
- History

Allegedly,

1. Importing ~ 100 ~ 200 (approx.) Containers (40' HQ) every month

2. Selling ~ \$18 / 96 Rows.

ALLEN CHOW

YAN WHOLESAL

Importer, Gen. Merchandise, \$1 Item

17534 Vacas Circle
F.V. CA 92708

(323) 842-5636

—Cell: (714) 724-2508—

ALLEN CHOW

YAN WHOLESale

Importer, Gen. Merchandise, \$1 Item

17534 Vacas Circle
F.V. CA 92708

(323) 842-5636

--Cell: (714) 724-2500--